

AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method comprising:

~~receiving a contribution request from a portal server at a provider server over a computer network, the contribution request corresponding to a client;~~

~~at the provider server, including provider data and an embedded program in a contribution response, wherein the embedded program is adapted to non-intrusively extract competitive data at the client that is included in a page of data;~~

~~sending the contribution response over the computer network from the provider server to the portal server;~~

~~receiving the competitive data from a competitive server at the portal;~~

~~at the portal, including the competitive data, the provider data, and the embedded program in a page of data;~~

~~sending the page of data from the portal to at the client;~~

~~sending a request from a client to a portal over a computer network;~~

~~receiving a page of data at the client from the portal in response to the request, wherein the page of data includes competitive data, provider data, and an embedded program, the competitive data generated by a competitor server and the provider data generated by a provider server;~~

~~loading the embedded program at the client, the embedded program further executing steps at the client of:~~

~~non-intrusively extracting the competitive data from the page of data;~~

~~at the client, using the embedded program to compare~~ comparing the extracted competitive data with the provider data; and
~~using the embedded program to change~~ automatically changing the provider data at the client in response to the comparing of the competitive data with the provider data.

2. (Canceled)
3. (Previously Presented) The method of claim 1 wherein the embedded program is further adapted to send the competitive data over the computer network to the provider server.
4. (Previously Presented) The method of claim 3 further comprising:
receiving the competitive data at the provider server;
comparing the competitive data with the provider data;
determining whether to change the provider data in response to the comparing;
changing the provider data in response to the determination, the changing resulting in changed provider data; and
sending the changed provider data to the client over the computer network.
5. (Canceled)
6. (Original) The method of claim 1 wherein the competitive data is selected from the group consisting of a data value, a domain, a page position, and a display attribute.
7. (Original) The method of claim 1 wherein the embedded program is further adapted to extract a provider page position, the provider page position corresponding to the location of the provider data on the page of data.

8. (Currently Amended) An information handling system comprising:

one or more processors;

a memory accessible by the processors;

one or more nonvolatile storage devices accessible by the processors; and

a competitive analysis tool for analyzing competitive data, the competitive analysis tool comprising software code effective to:

~~receive a contribution request from a portal server at a provider server over a computer network, the contribution request corresponding to a client;~~

~~at the provider server, include provider data and an embedded program in a contribution response, wherein the embedded program is adapted to non-intrusively extract competitive data at the client that is included in a page of data;~~

~~send the contribution response over the computer network from the provider server to the portal server;~~

~~receiving the competitive data from a competitive server at the portal;~~

~~at the portal, including the competitive data, the provider data, and the embedded program in a page of data;~~

~~sending the page of data from the portal to the client;~~

send a request from a client to a portal over a computer network;

receive a page of data at the client from the portal in response to the request, wherein the page of data includes competitive data, provider data, and an embedded program, the competitive data generated by a competitor server and the provider data generated by a provider server;

load the embedded program at the client, the embedded program further executing steps at the client of:

non-intrusively extract the competitive data from the page of data;
~~at the client, using the embedded program to compare the~~
extracted competitive data with the provider data; and
~~using the embedded program to change~~ automatically change the
 provider data at the client in response to the comparing of the
competitive data with the provider data.

9. (Canceled)
10. (Previously Presented) The information handling system of claim 8 wherein the embedded program is further adapted to send the competitive data over the computer network to the provider server.
11. (Previously Presented) The information handling system of claim 10 wherein the software code is further effective to:
 - receive the competitive data at the provider server;
 - compare the competitive data with the provider data;
 - determine whether to change the provider data in response to the comparing;
 - change the provider data in response to the determination, the changing resulting in changed provider data; and
 - send the changed provider data to the client over the computer network.
12. (Canceled)
13. (Original) The information handling system of claim 8 wherein the competitive data is selected from the group consisting of a data value, a domain, a page position, and a display attribute.

14. (Original) The information handling system of claim 8 wherein the embedded program is further adapted to extract a provider page position, the provider page position corresponding to the location of the provider data on the page of data.
15. (Currently Amended) A program product comprising:
computer operable medium having computer program code, the computer program code being effective to:
- ~~receive a contribution request from a portal server at a provider server over a computer network, the contribution request corresponding to a client;~~
 - ~~at the provider server, include provider data and an embedded program in a contribution response, wherein the embedded program is adapted to non-intrusively extract competitive data at the client that is included in a page of data;~~
 - ~~send the contribution response over the computer network from the provider server to the portal server;~~
 - ~~receiving the competitive data from a competitive server at the portal;~~
 - ~~at the portal, including the competitive data, the provider data, and the embedded program in a page of data;~~
 - ~~sending the page of data from the portal to the client;~~
 - send a request from a client to a portal over a computer network;
 - receive a page of data at the client from the portal in response to the request, wherein the page of data includes competitive data, provider data, and an embedded program, the competitive data generated by a competitor server and the provider data generated by a provider server;

load the embedded program at the client, the embedded program further executing steps at the client of:

non-intrusively extract the competitive data from the page of data;
~~at the client, using the embedded program to compare the~~
extracted competitive data with the provider data; and
~~using the embedded program to change~~ automatically change the
provider data at the client in response to the comparing of the
competitive data with the provider data.

16. (Canceled)
17. (Previously Presented) The program product of claim 15 wherein the embedded program is further adapted to send the competitive data over the computer network to the provider server.
18. (Previously Presented) The program product of claim 10 wherein the computer program code is further effective to:
 - receive the competitive data at the provider server;
 - compare the competitive data with the provider data;
 - determine whether to change the provider data in response to the comparing;
 - change the provider data in response to the determination, the changing resulting in changed provider data; and
 - send the changed provider data to the client over the computer network.
19. (Canceled)

20. (Original) The program product of claim 15 wherein the competitive data is selected from the group consisting of a data value, a domain, a page position, and a display attribute.
21. (Original) The program product of claim 15 wherein the embedded program is further adapted to extract a provider page position, the provider page position corresponding to the location of the provider data on the page of data.
22. (Canceled)
23. (Canceled)
24. (Canceled)
25. (Canceled)
26. (Canceled)
27. (Canceled)